

- 25 -

**We claim:**

1. A bleaching composition comprising:
  - (a) an organic substance which forms a complex with a transition metal for bleaching a substrate with atmospheric oxygen, the bleaching composition upon addition to an aqueous medium providing an aqueous bleaching medium substantially devoid of a peroxygen bleach or a peroxy-based or peroxy-generating bleach system,
  - (b) between 0.001 to 3 wt/wt % of a perfume composition said perfume composition comprising at least 0.01 wt % of an ketonic perfume, and
  - (c) an antioxidant in the range from 0.0001 to 20 wt/wt %,
  - (d) the balance carriers and adjunct ingredients to 100 wt/wt % of the total bleaching composition.
2. A bleaching composition according claim 1, wherein the antioxidant is selected from:
  - (i) an phenolic antioxidant, the phenolic antioxidant present in the range 0.0001 to 3 % wt %; and,
  - (ii) an amine antioxidant, the amine antioxidant in the range from 0.0001 to 20%.

- 26 -

3. A bleaching composition according to claim 2, wherein the amine antioxidant is an amine alcohol.
4. A bleaching composition according to claim 3, wherein the amine alcohol is selected from the group consisting of: 2-amino-2-methyl-1-propanol, tri-ethanol amine, tri-methanol amine, mono-ethanol amine, diethanol amine, and methylantranilate.
5. A bleaching composition according to claim 2, wherein the antioxidant is a hindered phenol.
6. A bleaching composition according to claim 5, wherein the antioxidant is selected from the group consisting of: 2, 6-di-tert-butyl hydroxy toluene,  $\alpha$ -tocopherol, Ethoxyquine and 6-hydroxy-2,5,7,8-tetramethylchroman-2-carboxylic acid, and lignosulphonic acid.
7. A bleaching composition according to claim 6, wherein the antioxidant is 2, 6-di-tert-butyl hydroxy toluene.
8. A bleaching composition according to claim 1, wherein the antioxidant is ascorbic acid.
9. A bleaching composition according to claim 5 to 8, wherein the antioxidant is present in the bleaching composition in the range from 0.001 to 2 wt %.
10. A bleaching composition according to any preceding claim, wherein the bleaching composition is a liquid.

- 27 -

11. A bleaching composition according to any preceding claim, comprising between 0.1 to 2 wt/wt % of a perfume composition.
12. A bleaching composition according to any preceding claim, wherein said perfume composition comprises at least 0.1 wt % of a ketonic perfume.
13. A bleaching composition according to claim 12, wherein said perfume composition comprises at least 1.0 wt % of a ketonic perfume.
14. A bleaching composition according to claim 13, wherein the perfume composition comprises at least 5 wt % of a ketonic perfume.
15. A bleaching composition according to any one of claims 1 to 9 and 11 to 14, wherein the bleaching composition is a solid bleaching composition.
16. A bleaching composition according to any preceding claim, wherein the ketonic perfume is selected from the group consisting of: pulegone, vertofix coeur, veloutone, alpha-methylionone, and damascenone.
17. A method of bleaching a textile stain, comprising the steps of treating a substrate with the bleaching composition as defined in any preceding claim in an aqueous environment, rinsing the substrate and drying the substrate.